

CITY OF SEGUIN

TO: City Council

FROM: Blaire Friar, Destination Seguin Director

DATE: June 2, 2026

SUBJECT: Adoption of the Tourism Master Plan



It's real.

Historical Background

The purpose of this item is to formally adopt the Resolution Adopting a Tourism Master Plan as policy, establishing the Seguin Tourism Plan as the City's guiding document for tourism development, marketing, and related capital and infrastructure investment.

In response to Seguin's continued growth and increasing regional competitiveness, the City initiated the development of a comprehensive Tourism Master Plan to provide a clear, actionable strategy for managing tourism and destination development.

The plan was developed through a process that included stakeholder engagement, community input, and coordination with City leadership and advisory boards.

The resulting plan outlines a strategic roadmap to:

- Strengthen Seguin's position as a visitor destination
- Enhance quality of life for residents
- Align tourism, economic development, and placemaking efforts under shared priorities

Action Requested

Approve a resolution adopting the Tourism Master Plan as the City's official framework for tourism-related initiatives, marketing strategies, and capital improvements.

Procurement Methodology

This is a resolution only and requires no procurement.

Funding Source

Not applicable.

Staff Recommendation

Staff recommends approval.

Attachments

Resolution

Seguin Tourism Plan FINAL